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**10-12 July 2024**

**Second Session**

**Presentation**

**Sharing country experiences:**

**The role of creative services in development strategies**

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# The Role of Creative Services in Development Strategies

Presented by: Dr. Keith Nurse, President, College of Science Technology and Applied Arts Trinidad and Tobago ([keithnurse@me.com](mailto:keithnurse@me.com))

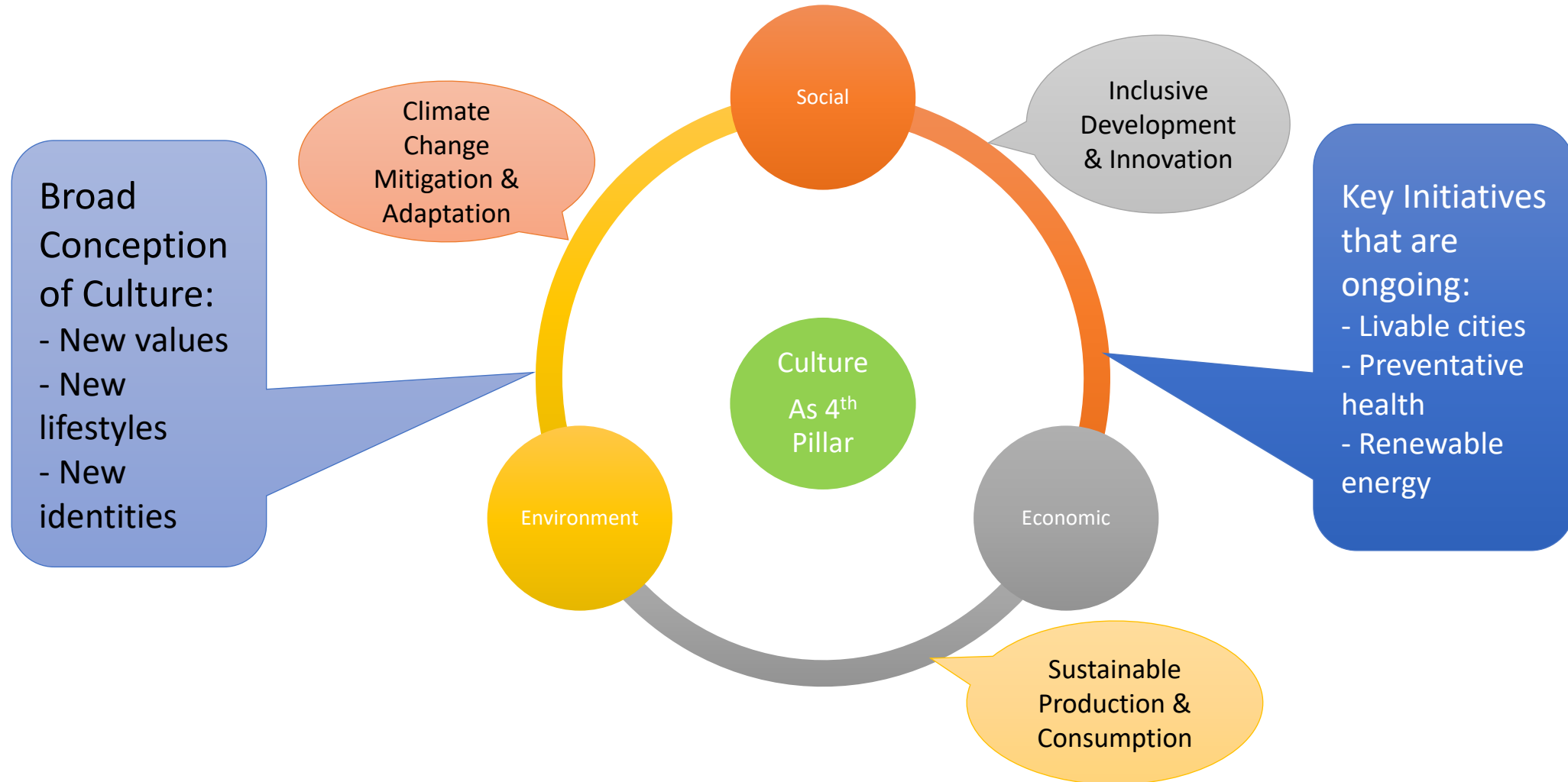
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Session 2. Sharing country experiences: The role of creative services in development strategies

*10-12 July 2024, UNCTAD, Geneva, Switzerland*



# How can creative services like audiovisual, music, and other content-creating services contribute to sustainable development strategies?

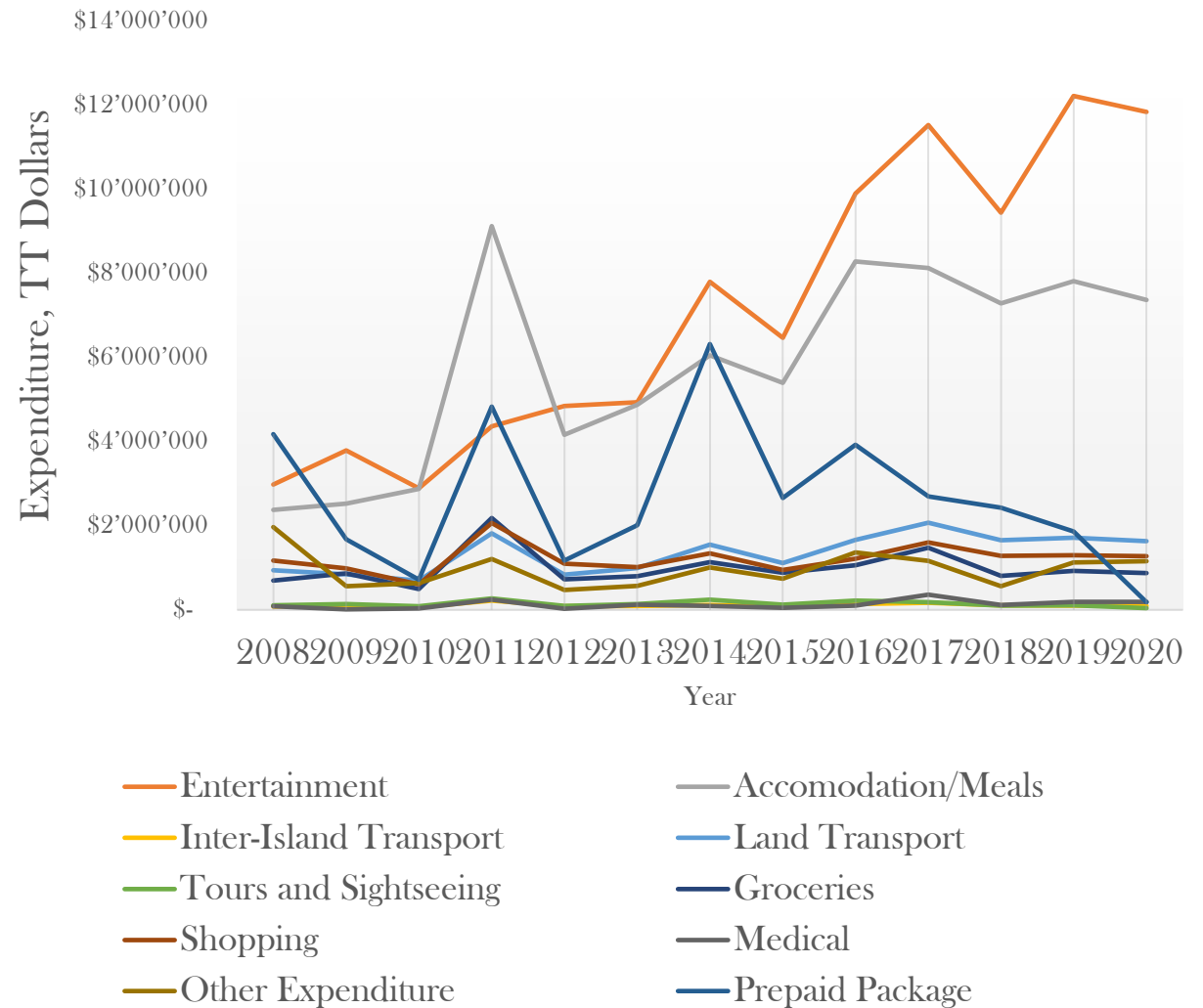


# How does your country support linkages between creative services and tourism?

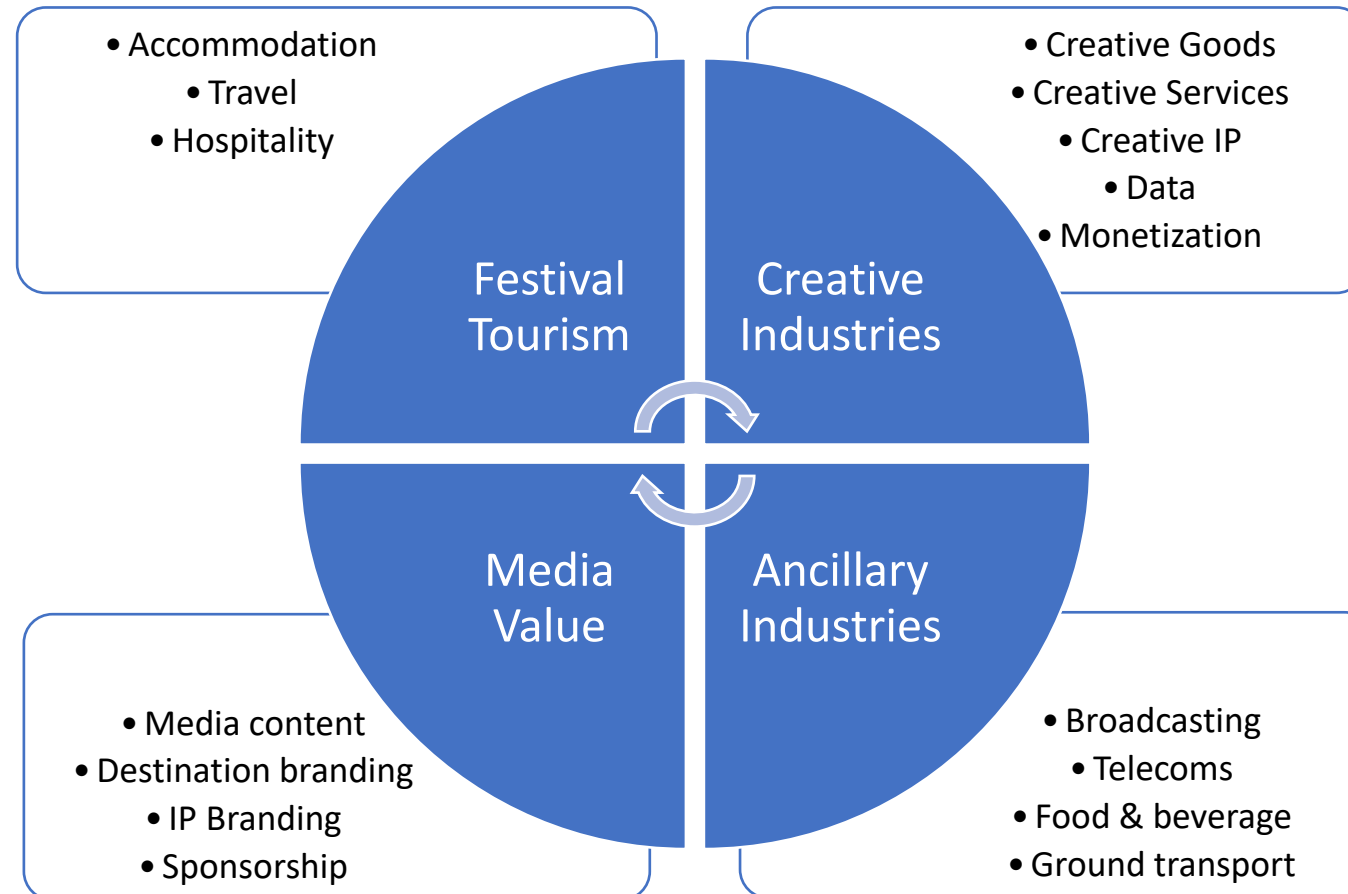
## Festival Tourism: The Case of Trinidad and Tobago Carnival

- The example of the Trinidad and Tobago carnival has generated annual earnings of US \$100 – 150 million and accounts for 12 – 15 percent of annual tourism arrivals and expenditures.
- Events such as music and film festivals and carnivals create “nation branding” which aids in differentiating the destination and building visitor arrivals, expenditures.

Trinidad and Tobago Carnival Visitor Expenditure by Item, 2008-2020  
(Source: CSO several years)

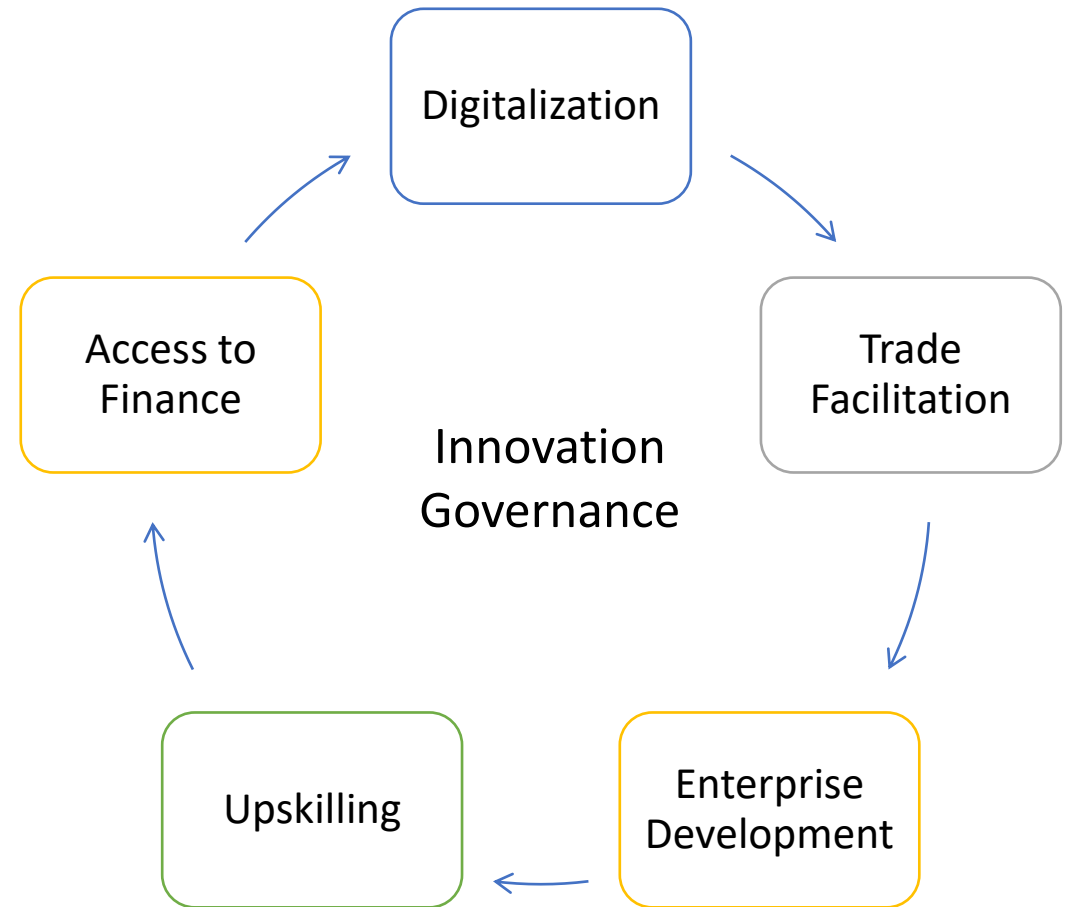
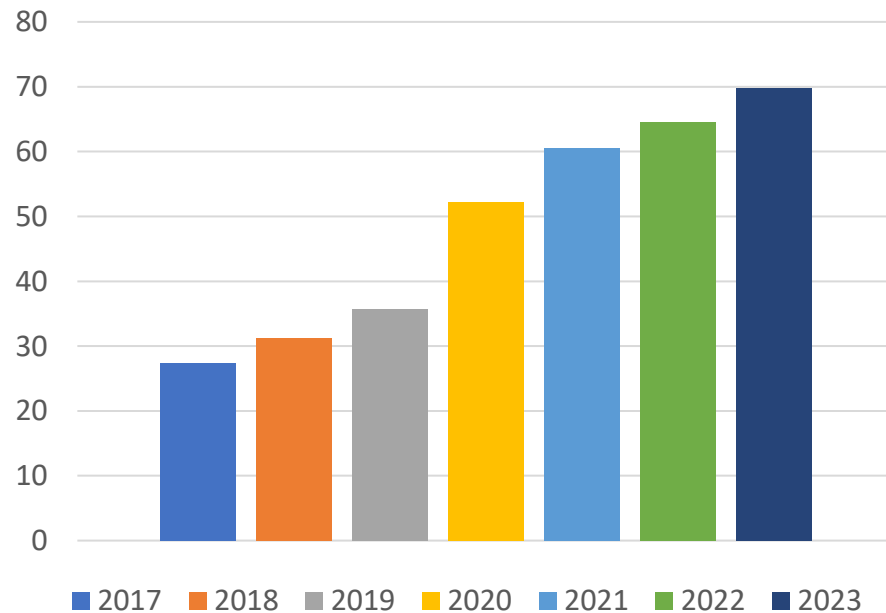


# How can creative services offer diversification opportunities for developing countries?



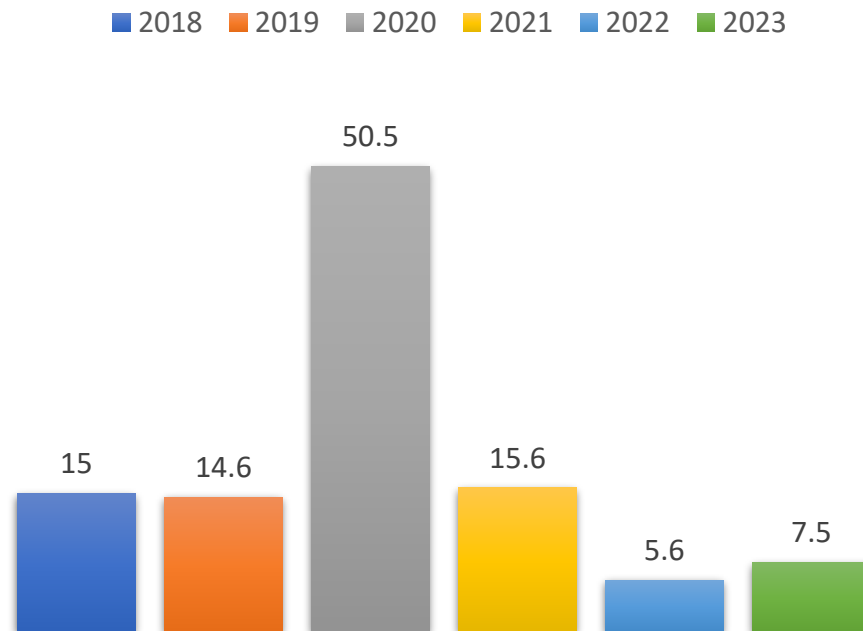
What are the most significant barriers, including competition issues, hindering growth in your country's services sector, especially creative services?

Caribbean Digital Music Revenue ,  
2017-2023 (US\$mn)

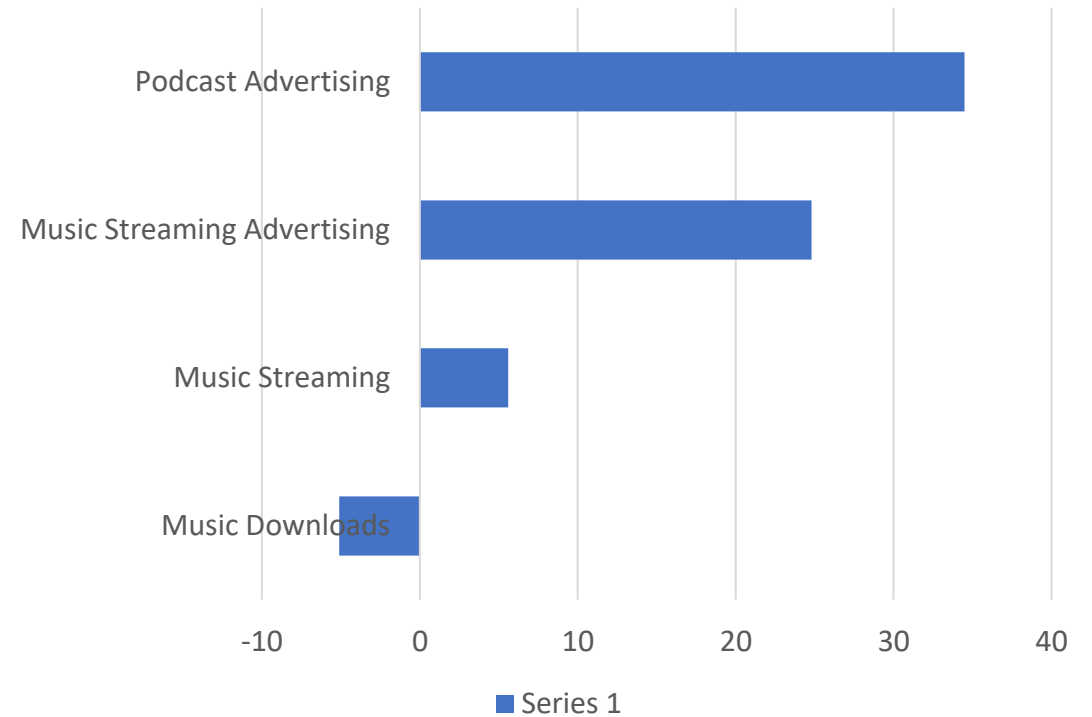


# Caribbean Music Streaming

## Caribbean Music Streaming Revenue Annual Growth Rate, 2018-2023



## Caribbean Music Streaming Revenue Growth by Market, 2022



What initiatives could countries introduce to address these hurdles?

